



Counties sought to host 2016 Alice in Dairyland Finals

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MADISON –Organizations committed to promoting their county’s agriculture industry are encouraged to consider hosting the 69th Alice in Dairyland Finals in May 2016. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is accepting bids from a Wisconsin county or counties to host the event. Local economic development organizations and agricultural promotion organizations are encouraged to consider this opportunity to welcome to their county visitors and media professionals from around the state.

“The Alice in Dairyland Finals process offers a great opportunity for the host county to shine,” said Kristin Olson, 66th Alice in Dairyland.. “It brings a county together to showcase its farms and agribusinesses, and it gives the Finalists a taste of what Alice experiences during her year. I would encourage any county in Wisconsin with passionate ag-enthusiasts to explore the possibility of hosting the 69th Alice in Dairyland Finals. It’s something you won’t regret.”

Each year, a different county hosts the Alice in Dairyland selection. This is the first year DATCP is considering bids from multiple counties to host the event. The process includes a three-day Finals event, as well as a two-day briefing tour several weeks before Finals. These events include a press conference, agribusiness tours, interviews with local media, a Finalist Question and Answer event and the Finale event in which a new Alice is selected. Both events are open to the public and include opportunities to showcase local businesses and products. Jennifer Meyer, co-chairwoman of the 2013 Alice Finals steering committee, said Calumet County committee members appreciated the opportunity to educate the public about the diversity of agriculture in the county.

“With agriculture as our No. 1 industry, hosting the finals was a great chance to remind people about the impact it has on Northeast Wisconsin,” Meyer said. “The many events associated with the finals, as well as visits from Alice, allow the public to get to know Alice as she shares her message throughout the year. Calumet County truly enjoyed hosting the Alice in Dairyland Finals.”

Alice in Dairyland is a communications professional employed by the Wisconsin Department of Agriculture, Trade and Consumer Protection. After a weeks-long public job interview involving as many as six finalists, each Alice works for one year to educate the public about Wisconsin agriculture.

This year’s selection of the 67th Alice in Dairyland will be May 15-17 in Clark County.

Learn more or download a host county application at http://datcp.wi.gov/Business/Alice_in_Dairyland or by contacting Alice in Dairyland Manager Becky Paris at 608-224-5115 or Rebecca.paris@wisconsin.gov.

Proposals are due to Paris by June 30. Submitted proposals could be considered for 2017 and 2018 host county selection.



Kristin Olson, right, is serving as the 66th Alice in Dairyland. In this image, she stands with other finalists and 65th Alice in Dairyland Rochelle Ripp during the finals event in Calumet County in May 2013.